

## Message Text

UNCLASSIFIED

PAGE 01 MONTRE 00452 122224Z

73

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

----- 017708

R 122006Z MAR 75

FM AMCONSUL MONTREAL

TO USDOC WASHDC

INFO SECSTATE WASHDC 6069

UNCLAS MONTREAL 0452

E. O. 11652: N/A

TAGS: BGEN, CA

SUBJ: PRIVATE TRADE OPPORTUNITY

1. 122/04/P0059

2. 031275

3. E. TOLMAN

4. 122 CANADA

5. R

6A. WRITE OR CALL --

6B. JEAN LEMIEUX, MANAGER

6C. LINGERIE LEMIEUX INC.

1495 MOUNT ROYAL E.

MONTREAL, QUEBEC

7. TELEPHONE: (514) 527-2159

8. --

9. 102

10. DESCRIPTION

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PAGE 02 MONTRE 00452 122224Z

2253130 THROUGH 2253149-0000. WOMEN'S SWEATERS  
2253311 THROUGH 2253319-0000. WOMEN'S KNITTED OUTERWEAR  
2337XXX-0000. WOMEN'S SUITS AND COATS

2341231 THROUGH 2341259-0000. WOMEN'S UNDERGARMENTS  
2341331 THROUGH 2341363-0000. WOMEN'S NIGHTWEAR  
2342XXX THROUGH 2342161-0000. BRASSIERES AND ALLIED GARMENTS

LINGERIE LEMIEUX INC., ESTABLISHED IN 1945, HAS TWO RETAIL OUTLETS  
IN MONTREAL. SALES VOLUME DOLS 400 THOUSAND. SALES FORCE 20  
PERSONS. SOUND FINANCIAL REFERENCES: DUN AND BRADSTREET OF CANADA,  
AND BANQUE CANADIENNE NATIONALE, MONTREAL. PRESENTLY MARKETS  
WOMEN'S CLOTHING AND ACCESSORIES PRODUCED BY CANADIAN NEEDLE  
TRADES INDUSTRY, ONL6. BUT WISHES TO EXTEND ITS LINE TO U.S.  
NEEDLE TRADES PRODUCTS FOR ITEMS WHICH WILL RETAIL IN ROUGHLY  
THE FOLLOWING PRICE RANGES: BLOUSES DOLS 12-35; PANTS DOLS 15-35;  
SKIRTS DOLS 12-40; SWEATERS DOLS 12-30; DRESSES DOLS 20-70;  
SUITS DOLS 35-75; ACCESSORIES (SCARVES, HATS, BELTS, COSTUME  
JEWELRY DOLS 8-15.

FOR DEPARTMENT INFORMATION  
LINGERIE LEMIEUX INC. WOULD ALSO LIKE THE FOLLOWING NEW YORK  
FIRMS TO BE NOTIFIED: BARAD LINGERIE CO., 152 MADISON AVENUE;  
BERKLEIGH JRS, 180 MADISON AVE; KEYLOUN INC., 44 E. 32ND  
STREET: AILEEN INC., 331 E. 38TH STREET, BRONSON OF CALIFORNIA,  
200 - FIFTH AVE; MARISSA CHRISTINA INC., 1410 BROADWAY; MAURICE  
ANTAYA INC., 530 SEVENTH AVENUE; B. BROOD KNITTING MILLS,  
INC., 1411 BROADWAY; SWIRL INC., 1411 BROADWAY; SCHRADER, 530  
SEVENTH AVENUE.  
HARPER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Disposition Case Number:** n/a  
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**Disposition Reason:**  
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**Subject:** PRIVATE TRADE OPPORTUNITY  
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